

King County Metro Partnering with Public Entities

Partnership Information

King County Metro is a partner in local, state and regional programs and projects.

King County Metro actively participates in a public program by sharing resources and expertise. This partnership can be in the form of; (a) a facilitator for a geographical area within a larger regional structure, (b) a contributor, or (c) supporter within a smaller community or business structure.

Typical Projects or Programs

- Rideshare
- SODO Business Association
- Flexcar
- Commute Trip Reduction

Requirements and Considerations

- Visually the King County Metro logo is placed in a secondary position to the main program logo. Usually a tag line accompanies the logo to help clarify its role as a partner.

Branding Examples

a) The facilitator...

is the facilitator of the Rideshare Program in King County

*b) A contributor...***SODO BUSINESS ASSOCIATION**

Department of Transportation
Metro Transit Division

is a major contributor to this partnership.

c) Supportive role... KC Metro logo can stand-alone or be used with its' partner logo

Produced by



as part of the Flexcar Program in King County

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Partnership Information

King County Metro **within a group of partners.**

Because King County Metro is one of many players in regional and community programs, its' partnership position can take the form of: (a) dominant partner, (b) lead partner, (c) an equal contributor or (d) a silent supporter.

Primary display, of course, is to show King County Metro participation at any level.

Requirements and Considerations

- Logo display may include positioning and sizing to reflect participation level, contribution percentage or a leadership function.
- When a less intrusive approach is necessary, use only a tag line to acknowledge King County Metro in the partnership. In some cases the logo may be intentionally omitted to show a silent-partner relationship.

Branding Examples

a) Dominant partner

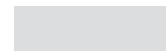
in partnership with.....

*b) The major partner ...leading contributor*

horizontal string



group

*c) An equal partner ...contributor*

King County Metro Partnering with Consultants

Partnership Categories

Branding Form Examples

King County Metro **and Consultants**

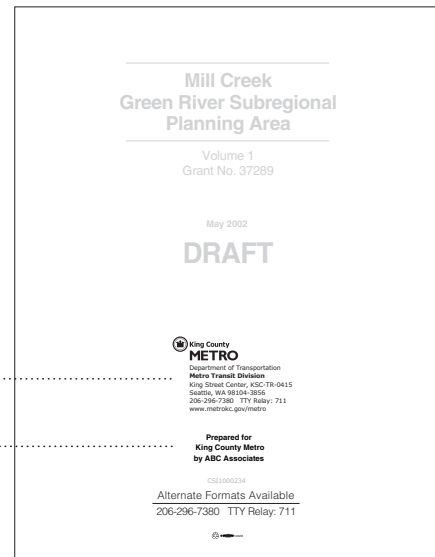
Consultants' logos or symbols are not to be displayed on the cover or title page or anywhere in the report!

In certain instances a consultants' logo may add credibility or advantage to a Metro document. Contact Marketing and Information Services at 206-684-1576 for permission and information regarding this situation.

Display

- a) The KC Metro logo and corresponding agency information appear in standard fashion for covers, title pages and other applications within the document.
- b) Consultants' acknowledgement is displayed as follows:
 - First line reads: Prepared for King County Metro
 - Second line reads: ...by ABC Associates, ...in collaboration with, ...in association with, ...in partnership with, etc as shown in the examples.

- a)
- b) **Consultant(s)**
No logos permitted
(see below)



(wording options)

Prepared for King County Metro
by ABC Associates

Prepared for King County Metro
in collaboration with
Ajax Engineering

Prepared for King County Metro
in partnership with
Green Giant

 **King County
METRO**
Department of Transportation
Metro Transit Division
King Street Center, KSC-TR-0415
Seattle, WA 98104-3856
206-296-7380 TTY Relay: 711
www.metrokc.gov/metro

Prepared for King County Metro
by ABC Associates

CSI1000234

Alternate Formats Available
206-296-7380 TTY Relay: 711



King County Metro Partnering with the Private Sector or Non-profit Entities

Partnership Information

King County Metro partners with companies, corporations or non-profit organizations.

King County Metro actively partners with a private sector company, corporation, business or non-profit organization. This partnership dynamic can take many forms.

- a) When a private business or non-profit pays for and provides services or products and King County Metro actively supports this activity.
 - Private logo can be sparingly displayed in primary positions at any scale.
 - The King County Metro logo is placed in a secondary position to the private business or non-profit logo.
- b) When a private business or non-profit provides services or products and King County Metro pays for this activity.
 - The King County Metro logo is displayed in primary position.
 - Private business or non-profit logo is shown in secondary position with the tag line "in partnership with" above.
- c) King County Metro and private business or non-profit partner together to provide services or products for a common goal.
 - Logo display may include positioning and sizing to reflect participation level, contribution percentage or a leadership function.
- d) Alternate. Same as (c)
- e) Not shown. When a less intrusive approach necessary, is to use only a tag line to acknowledge King County Metro in the partnership. In some cases the logo may be intentionally omitted to show a silent-partner relationship.

Branding Examples

a) Private firm or non-profit pays for and provides services or products King County Metro supports this activity.

COMPANY-X

is a contributing partner for this program.

b) King County Metro pays for services or products Private business or non-profit provides these services or products.



in partnership with

COMPANY-X

c) King County Metro and private firm(s) or non-profit(s) partner together to provide services or products for a common goal.



d) (alternate)



partnership with.....

